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THE EFFECTIVENESS OF CONTEXTUAL ADVERTISING AND TARGETING

***Abstract.** The article is devoted to the use of contextual advertising and targeting. First, it examines the essence of contextual and target advertising and their main differences. Then, it estimates advantages and disadvantages of each type of advertising and the effectiveness of these instruments for brand's promotion.*

***Keywords:** contextual advertising, advertising campaign, advertising technologies, consumers.*

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ЭФФЕКТИВНОСТЬ КОНТЕКСТНОЙ РЕКЛАМЫ И ТАРГЕТА

***Аннотация.** Статья посвящена использованию контекстной и таргетированной рекламы. Сначала в статье рассматривается принцип работы контекстной рекламы и таргета. Далее, оцениваются преимущества и недостатки контекстной и таргетированной рекламы, а также*

эффективность контекстной рекламы и таргета как инструментов продвижения фирмы.

***Ключевые слова:** контекстная реклама, рекламные технологии, рекламная кампания, таргет, потребители.*

Introduction

In today's world, there is no doubt that successful advertising is considered to be one of the most important factors for the company to gain success on the market. Advertising is the face of the company, so, the advertising campaign have to be done in the right way for the particular company, otherwise, it can lead to negative results.

In the recent years, when the popularity of the Internet has risen and when almost the whole world has access to various Internet resources, advertising is actively used on many websites. The most popular way is to use contextual advertising and target in order to introduce your company, or remind the consumers about your company.

The main difference between contextual advertisement and targeting: Contextual advertising is based on the fact that your advertisement is placed on some website that is directly related to the topic of your ad. For example, if you want to advertise the company that produces sportswear, in terms of contextual advertising, your banner should be placed on some website that is related to the benefits of healthy lifestyle and etc. Targeting works a little bit different. This type of advertising is based on the behavior of the consumers, it analyses all the data of the users on the Internet: the history of their browser, demographics, their buying history and even their follows in different social media (for example Instagram, Facebook). So, the main difference is that contextual advertisement is placed on the related to this sphere website, whereas targeting allows to place the advertisement almost on every website and the ad will be based on the behavior of the particular consumer.

Pros and cons of the contextual advertising and targeting:

Contextual advertising	Targeting
Advantages: - this type of advertising works with your	Advantages: - this type of advertising is based on the

<p>potential clients – they already have an intention to buy this type of product;</p> <ul style="list-style-type: none"> - this advertising is less «intrusive» because the customer search for something that is related to this sphere; - if you use the right settings, there is a high chance that the ad will work and the client will click on it. 	<p>interests of your potential client, so, there is a high chance that the customer will look at your ad;</p> <ul style="list-style-type: none"> - targeting is more often used in social media and, due to the nowadays popularity of social media, the coverage of your ad can be significant; - producers can run their advertisements to the clients of their competitors - even a not large amount of money invested to this type of advertising can bring pros to your company, due to the direct analyze of your potential clients.
<p>Disadvantages:</p> <ul style="list-style-type: none"> - if you have a new company, there can be less interest in your product if you use this type of advertising because the potential client might be interested in more reliable brands; - it is not the cheapest way to advertise your product, so if your budget is limited, it is better to use other types of advertising, otherwise, large amounts of investment into context advertisement will lead to losses. 	<p>Disadvantages:</p> <ul style="list-style-type: none"> - recent researches have shown that sometimes costumers are confused by this type of advertising, because matches with their preferences, desires, requests, are too similar with the target ad; - not every user of the internet is using their actual data, so the target ad can be shown not to your potential client.

Why is it effective to use contextual advertising and targeting?

Both types of advertising in one or another way is concentrated on the target audience of the company, and that's the main reason why people want to advertise their products – to attract more clients to buy the products. Contextual advertising shows the client the possible variant of the product that he or she is looking for, while target reminds the consumer about their requests desires and needs, using their data.

According to the statistics, about 37% of costumers have an intention to buy a particular product because of the Internet advertisement, as well as 40% users admit that they find the pages of their favourite companies in social media with the help pf target or contextual advertising, and these facts show that advertising on the Internet is an important instrument for the company in terms of finding customers.

Conclusion

Companies have a lot of opportunities to gain success using advertising tools such as contextual and targeting advertising. Despite some disadvantages that should be taken into account, these types of advertising have a lot of advantages, and, if an advertiser uses these advertising instruments correctly, the results will be significant.

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